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AGRICULTURAL MARKETING



"DEMONSTRATION" SCHOOL LUNCHES FEED NEEDY CHILDREN

MAY 1966





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Contents

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Demonstration School Lunches Feed Needy Children	3
C&MS Proposes Frozen Dessert Standards	4
C&MS Inspectors and Graders Speak the Slanguage	5
A Rapid Test for Flour Quality	6
Your Pet Can Get a Wholesome Diet	7
How Donated Foods Help in the Anthracite Country	8
Delegates Attack Date-Marketing Problems	10
C&MS Meat Inspectors Help in Eradicating TB	11
Consumer and Marketing Briefs	12
Freight Rates and Farm Products	14
Volume Feeders Can Get Portion-Cut Meat Products . .	15
How to Get the Best in Eggs	16

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Cover Page

Children like these in some of the schools in poverty areas are now getting lunch in school for the first time. See page 3.

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Demonstration School Lunches Feed Needy Children

A special \$2 million appropriation is making it possible for some schools in pockets of poverty to afford school lunch programs for the first time.

PERHAPS YOUR NEWSPAPER, some months ago, carried a brief statement in its reportings of Congressional actions: "\$2 million was voted for demonstration projects under Section 11 of the National School Lunch Act." Maybe you thought "So what?" or "Who cares?"

But many school children cared a great deal. And many educators, who had been frustrated and unhappy in their attempts to teach hungry children, also cared. What is Section 11 and what does the \$2 million actually mean?

Section 11 amended the National School Lunch Act of 1946 to provide the Congress of the United States with continuing authority to appropriate whatever sums "may be necessary . . . to provide special assistance to schools drawing attendance from areas in which poor economic conditions exist . . . for the purpose of helping such schools . . . concerning the service of lunches to children unable to pay the full cost of such lunches."

The \$2 million means that some of the schools in pockets of persistent poverty can afford to operate school lunch programs for the first time—on a demonstration basis. It means that many similar schools, operating programs with limited student participation, can reduce the prices of their lunches so needy students can buy more lunches—again, on a demonstration basis. And it further means that many such schools can serve more lunches free to those in need who can get lunches no other way.

For some students, who have never eaten lunch at school, it means a transformation. Quiet, drowsy, lethargic students, for example, perhaps even sullen, antisocial students, have been transformed simply because they were able to eat at least one good meal a day.

The U.S. Department of Agriculture's Consumer and Marketing Service, the agency administering the National

School Lunch Program, allocated the \$2 million to States participating in the National School Lunch Program. (June, incidentally, is the 20th anniversary of the passage of the National School Lunch Act.) The States in turn distributed their respective shares to their most needy schools, many of them in rural areas of extreme poverty, so the schools could set up demonstration lunch programs or improve functioning programs.

Kentucky, for a beginning, has authorized Section 11 demonstration school lunch programs in 30 schools in nine of its counties. Twelve of the thirty are new with eight in Wayne County in the heart of Appalachia, where past efforts to initiate some special assistance always failed. Total attendance in the 12 schools is 1,882 and it is estimated that at least 70 percent of their students will participate in the lunch program at regular school lunch prices. The remaining children will probably get lunch free or at less than posted prices, maybe as low as 10 cents.

Similarly, in Gainesboro, Tenn., (Jackson County), Section 11 funds have brought demonstration lunch programs to seven schools after years of unrewarding efforts. Average daily attendance in these schools varies between 326 and 307. On Thursday, January 30, 1966, 307 pupils attended the schools and 307 ate lunches, costing 10 cents each for those who could pay. Even with this low price, between 50 and 60 lunches were served free.

Three of the seven Gainesboro, Tenn., schools are one-teacher schools; three are two-teacher schools; and the other has three teachers. It just wasn't possible for these schools, even with regular Federal and State assistance, to set up and maintain lunch programs. The per capita income in this county is around \$851 annually. All the children

attending the seven schools come from families whose incomes are \$3,000 or less a year. Now, however, with Section 11 demonstration funds, the kitchen of a convenient church is used to prepare the lunches and local civic groups take turns distributing the food to the various schools. Moreover, local student groups volunteer their services for two or more hours each day to help prepare the lunches. All of which shows that communities will help themselves if given the needed encouragement and opportunity to move ahead.

Favorable reports have also come from Illinois, New York, Massachusetts, Maine, and Washington—as well as Washington, D.C. and elsewhere. About 100 schools have been surveyed, and many report increased school-lunch participation and a decrease in absences and timeouts because of student dizziness and weakness—formerly attributed to hunger. Schools claiming 100-percent participation enthusiastically concede that their share of the \$2 million has made the difference. They can now offer lunches for as little as 10 cents—and serve more lunches free—because of this cash assistance.

Local interest in the new demonstration programs has spurred progress. School officials, teachers, parents, local merchants, and civic groups, and the School Lunch Division of USDA's C&MS have worked diligently to get the Section 11 demonstration programs set up and functioning. And school officials have been most ingenious in solving attendant problems. At the R. L. Vann Elementary School, Ahoskie, N.C., for example, by unique scheduling, 1,200 students can be fed in two hours in a room seating 168. Before the Section 11 assistance, seating at lunch at this school was no problem since only about 269 students participated in the school lunch program.

C&MS PROPOSES FROZEN DESSERT STANDARDS

Standards would mean more uniform State laws covering dairy raw material, plant conditions and practices.

F. E. Fenton

RULES ARE ONLY as good as the authority behind them and the consent of those they govern.

Standards are rules too. But not only must they have authority and consent to be effective, they must also have uniformity. That is the way consumers develop confidence in the products they buy.

For some time, the International Association of Ice Cream Manufacturers has felt a need for more uniformity in sanitary standards for frozen dessert operations throughout the country. The

development of large dairy plants serving expanded regional areas has brought more need for uniformity of laws and regulations among States.

The Association, on behalf of the industry, asked the U.S. Department of Agriculture's Consumer and Marketing Service to prepare a draft of standards for the manufacture of frozen desserts for adoption by State regulatory agencies.

The proposal the Dairy Division of C&MS came up with, which includes some of the best thinking of both industry and regulatory agencies, is not a USDA grade standard or a regulation. The proposed standards would become law only if adopted and administered by the State regulatory authorities. The proposed regulations, when finally published, will be ready for consideration by the States at a time when they will be reviewing their present frozen dessert laws in the light of newly revised standards of identity for frozen desserts issued by the Federal Food and Drug Administration.

The proposed standards cover two areas: the quality of the raw material and the condition of the manufacturing plant and manufacturing practices.

To protect the quality of raw material, the standards provide for inspection and certification of farms on a regular basis, and a program of approved handling procedures.

The phase of the standards dealing with the manufacturing plant specifies equipment and practices which many frozen dessert manufacturers are already employing. Adequate buildings and processing rooms, stainless steel equipment, adequate pasteurization equipment, and

a thorough cleaning routine are taken for granted by many in the dairy industry. But because new people are coming into the industry each day, because there is a need to train workers to handle food with the same care a consumer would follow when preparing it for her family, and because legislation is sometimes the only means to get people to comply with practices that help upgrade the quality of product, these practices must be spelled out in the standards.

The proposed regulations include eight specific points.

1. Definitions for products are condensed to the essential description and requirement for the product, consistent with Food & Drug Standards of Identity.

2. The standards include a provision for licensing plants. A regulatory agency must have a formal basis for either accepting or excluding a plant that does not meet the requirements.

3. The plant is held responsible for

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the quality of milk it receives, for making the quality tests on the milk, and for rendering field service to the shippers.

4. Operating controls within plants are spelled out, and plants are required to keep records to substantiate the fact that such controls are being carried out.

5. Adequate laboratory facilities are a requirement. Although details on what adequate laboratory facilities include are not spelled out, the standards state that such facilities must be available either through a plant, commercial or central laboratory service.

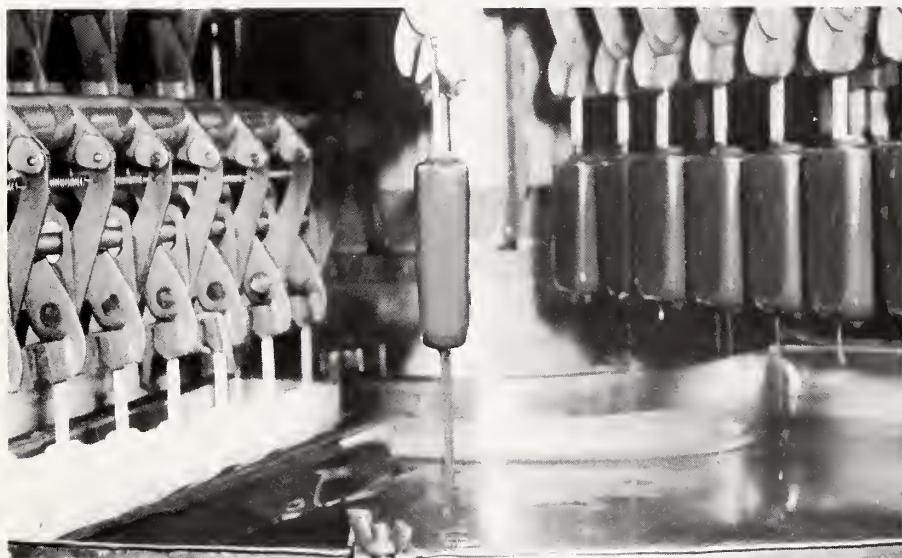
6. The usual requirements for proper pasteurization, cooling and storage of products are included.

7. In order to cover the industry adequately, the proposed standards include requirements for vehicles handling frozen dessert products, especially mobile units, and their depots.

8. Inspection and supervision of the standards will be made by the regulatory agency having jurisdiction for legislation on frozen desserts. Provision is made for a report to measure progress and comparative standing of a plant operation. This report would be in numerical terms and would cover each of the applicable items in the regulations.

The proposed standards are open to comment by the industry. The goal C&MS is reaching for with this proposal is the creation of uniform standards, adequate in scope and technology to assure the consumer continued high quality in any frozen dessert product.

The proposed standards would cover such equipment as this machine which dips ice cream bars into a vat of pure chocolate, then automatically releases the bars onto a conveyor for wrapping.



C&MS Inspectors and Graders are . . .

SPEAKING THE SLANGUAGE

the colorful language of the marketplace.

LANGUAGE, SLANGUAGE and semantics just boil down to getting a message loud and clear and that's what food inspectors and graders of the U.S. Department of Agriculture's Consumer and Marketing Service can do. Uniquely different, messages of various food trades have special meanings, all fitting into the patterns of the markets they serve.

Speak the idiom of the "Street" and you speak a picturesque language as succinct and pointed as any hipster's. The "Street" is the affectionate, all-embracing term of the trade for the great, sprawling, lively, old market on New York's lower West Side, where the fruits and vegetables for the millions who inhabit the city and its environs arrive and change hands.

Here at the Washington Street market, one of the world's largest wholesale produce centers, the tardy buyer, the late-comer who hopes to glean the leftover bargains or off-condition merchandise, gets the cryptic appellation of "undertaker." An acorn squash is termed a "hand grenade." And the old timers trade in terms of English "shillings" rather than American dollars and cents, a custom surviving from early Colonial days.

Heeding the wisdom of the adage "When in Rome, do as the Romans do," inspectors for the Fresh Fruit and Vegetable Inspection Service of the Consumer and Marketing Service, speak the language—better yet, the slanguage—of their brethren in the trade.

They talk of "tramp cars," when referring to carlots of produce that go from place to place without finding a taker. They know when the message

says "ketch a load of chokes or grass," it means "inspect a carlot of artichokes or asparagus." "P.O." doesn't mean Post Office, it means part of the contents of a container is missing or out. "B.O." doesn't mean that well-known condition warned about in the ads. It means a container has been broken and the contents damaged.

Other C&MS inspectors tune in to other colorful languages, the semantics of the food trades they serve. In the dairy industry jargon, a "silo" is a stainless steel, outdoor storage tank that stands upright like the more familiar grain silos, but holds instead about 50,000 gallons of milk. Talk of a "bottle" of milk refers to a stainless steel storage tank containing 3,000 to 6,000 gallons of the stuff. And a "jug" is a 10-gallon tin-coated steel can used for transporting milk in New England.

Speak of "bulk" milk and it means milk that's transported in tanker trucks from farm pickups. Say "powder" or "spray" or various other catchy designations and it means nonfat dry milk.

When cheese people talk of "cheddars" they mean round 12 by 15-inch cheeses weighing 70 to 80 pounds. When they say "flats," they mean half a "cheddar," weighing about 37 pounds.

References to "Grade Label Butter" mean butter that's graded and printed under Federal supervision. References to "threes" or "double-A" mean top grade butter of U.S. 93 Score or Grade AA. When there's mention of a "boat" of butter, it means a stainless steel or polished aluminum receptacle used for unloading butter from the huge churns. And "printers" are the people who cut the bulk butter into one pound or smaller packages for sale to consumers.

In the egg market, top quality eggs are known as "real cream." If the best of the lot have been taken out, it has been "creamed off." Extra fancy eggs get the admiring appellation of "pupkes." When dealers and inspectors use the term "fancy heavyweight" eggs, they are describing a large, good-looking egg. This folksy description, however, has nothing to do with the official "U.S. Fresh Fancy" grade designation.

In processing plants where eggs are frozen, the trade calls their eggs "Government eggs" or "GI's" (Government inspected) or "shielded eggs" if they're processed under USDA supervision, because the inspection mark is contained in a shield.

On the poultry market, when inspectors hear "Plant A" or "Commercial A" they know it means poultry graded by someone other than a government grader. However, when the trade pins a turkey as "double-breasted" they mean a very well proportioned U.S. Grade A bird.

The meat industry has its slanguage too, and C&MS meat inspectors and graders know it well. To them, a "paunch" is not the frowned-on human protrusion, but the large stomach compartment of cattle. A "trolley" is not the now defunct public conveyance, but a roller used to suspend carcasses in the slaughterhouse. A "picnic" is not the popular outing, but a pork shoulder. And a "melter" is the aptly named steam-heated chamber used for rendering animal fat.

USDA inspectors and graders understand slanguage as well as language. They communicate with their counterparts in the food industries and read their messages loud and clear.



USDA's marketing researchers are working to perfect

A Rapid Test for Flour Quality

Robert M. Johnson

BEAUTIFULLY BAKED, uniform loaves of bread, cake, and pastries owe much to the tests used to select the right kind of flour for these products.

Testing will be easier in the future if marketing researchers in the U.S. Department of Agriculture perfect a procedure that has given excellent results in preliminary experiments.

Testing time is only 15 minutes in a procedure developed by USDA's Agricultural Research Service, compared with the hours-long baking tests now used. When a number of tests are run simultaneously, test time can be reduced to only 5 minutes per sample.

Little training or experience are needed by the operator to predict the protein content, sedimentation value, and loaf volume of hard wheats, with the new procedure. Although none of these factors enter into Federal grade determination, they are important in estimating baking quality.

The highest prices in the hard wheat classes are usually paid for wheats of highest protein content. On the other hand, in soft wheat classes, premiums are usually paid for softness of texture, a quality associated with low protein content.

A higher protein content (about 12 percent) is desired for bread flour than for cake and pastry flour (10 percent or less). The ARS test can rapidly predict quantity of protein and sedimentation value of flour, both of which are related to dough development time and loaf volume.

The test is made with commercial flour or with a representative hard wheat sample that is ground into whole wheat flour. About $\frac{1}{3}$ pound of the flour is mixed with about $\frac{1}{6}$ ounce of lactic acid, forming a paste that is whipped into a dough in an electric blender for 15 seconds. The dough is in a hydraulic press that forms firm disks of the dough slightly larger than a silver dollar.

The quality of the dough, and the flour from which it was made, is measured by a meter that is sensitive to the amount of light that the disk reflects. Meter readings correlate closely with lengthier, accurate laboratory tests which predict loaf volume and are accepted by cereal chemists and the milling



Meter readings indicate whether light reflected by flour disk in Dr. Johnson's hand shows wheat to be of bread or of softer cake quality.

industry. Successful meter tests have been made with wheat grown in nine States in three crop years. These samples represent differences in grain quality resulting from different varieties growing conditions and climates.

Before flour disks are placed in the meter its operation is standardized by adjusting meter readings with plastic disks that have a known degree of light reflectance. The moisture content of most grain received by millers is at a level (about 12 percent) that requires no further adjustment of the meter. A minor adjustment would be made with grain of higher or lower moisture content.

Meter readings are taken 15 minutes after the disks are prepared. This timing is important because the amount of light reflected by the disks varies according to the length of time the disks have been allowed to dry. A chart used with the meter indicates protein content of the samples, sedimentation value, and loaf volume of bread that might be made from the wheat.

If the disks are dried at room temperature for about an hour they can be compared by eye with established flour disk

standards that represent different bread baking qualities. Although not as fast as the meter method, this visual procedure is almost as accurate and would require a smaller investment in equipment, as the meter would not be needed.

One of the most important advantages of the new test is that the disks are durable enough to be distributed among potential grain customers. This would be useful in the course of grain trading as a visible indication of what the buyers could expect in different lots of grain.

Additional tests have been made with the meter, using the grain itself instead of flour disks. Scientists hope to determine whether the meter can predict the percent of hard, dark, and vitreous kernels.

If the light meter could accurately predict, for instance, that 75 percent or more of the kernels are dark, hard, and vitreous, the meter would offer a rapid way to determine the grade or sub-class, and that the grain is of the quality suitable for baking bread. Similarly, meter readings indicating less than 25 percent hard kernels would mean that the grain would be of the quality desired for cake flour.

Soft wheats used for cake flour have more starch and reflect more light. Dark, hard, and vitreous wheat has more protein, reflects less light, and would bring the highest prices. Wheat of the highest protein content is characterized by dark, hard, and vitreous areas in the kernels, which obscure light from the starchy areas. This accounts for the lower light reflectance for the better grade samples.

Although tests with the dough samples have been highly promising, there are some loose ends scientists hope to nail down. For example, differences in conditions for milling the grain (such as humidity) and the drying time of the disks will be tested to find out which variations of these factors give the best results.

Results of current tests will be published at their conclusion. Technical details of preliminary tests will be given in *Cereal Chemistry*, July 1966.

Dr. Johnson is a Research Chemist, Market Quality Research Division ARS, stationed at Beltsville, Md.



HOW OFTEN HAVE YOU heard someone sarcastically say, "I wouldn't even feed *that* to a dog!"? It seems to imply that in all but the most unusual circumstances we would feed our canine friends food that is unfit.

On the other hand, millions of American pet owners strongly believe in giving their dogs—and cats—the most wholesome, nutritious diets available. In fact, it is common to hear a pet owner proclaim, "I wouldn't feed ole Fido anything I myself wouldn't eat."

And, Federal meat inspectors—whose main job is protecting the American consumer—have a program especially designed to appeal to the discriminating pet owner.

It's called the pet food certification service, and is performed by meat inspectors in the U.S. Department of Agriculture's Consumer and Marketing Service. Unlike the mandatory Federal inspection of all meat and meat products moving in interstate commerce for human consumption, the pet food certification service is purely a voluntary program for pet food manufacturers. The cost is paid by companies getting the service.

It all began quietly back in the mid-

1940's when several pet food manufacturers requested that USDA and their industry cooperate in establishing sanitary standards and ingredient requirements for pet foods. The upshot of this first meeting was that USDA undertook research at its Beltsville, Md., laboratory to determine the nutritional value of certain foods for dogs and other pets.

From this research came the establishment of the voluntary program whereby Federal meat inspectors certify the wholesomeness of pet foods produced under their supervision, according to strict requirements.

Most pet foods contain meat and meat by-products, cereals, vegetables, bone meal, minerals and other ingredients. However, federally-inspected pet foods *must* consist only of completely wholesome, edible products.

Before a pet food plant is granted voluntary inspection service, it must comply with rigid sanitary and equipment standards set by C&MS. Once inspection is granted, the plant pays the cost of inspection. This inspection includes all stages of processing the same as for meat products for human consumption.

There are three main types of "USDA

certified" pet foods—canned, frozen, or semi-moist maintenance food; variety pet food supplement, and canned pet stew. The requirements for each are as follows:

(1) Maintenance foods are those which will support all body functions of the animal. These foods are complete diets and require no supplements to maintain proper nutrition in the pets. They must be composed of ingredients normal for pet foods, and contain at least 30 percent meat or meat by-products. Meats most commonly used are from beef, horses, and mules. The percentage is based on the uncooked weight of the meat.

(2) Variety pet food supplements are those which give a pet added protein in his diet. If used, they must be given only in addition to a regular pet maintenance food. They must contain at least 95 percent meat, 15 percent protein and 3 percent fat and may contain up to 3 percent wheat flour or other acceptable products which aid processing.

(3) Pet stews must be composed of at least 25 percent meat or meat by-products and 8 percent protein, a variety of approved vegetables and grains, up to 2 percent fat, and not more than 75 percent moisture.

All federally-inspected animal foods must be distinctly labeled as "dog food," "cat food," "dog and cat food," "fox food," or a similar term as part of their brand names. In addition, the labels on pet food produced under Federal inspection must include a list of ingredients named in their order of predominance in the product; the inspection legend—which contains the words "Packed under continuous inspection of U.S. Dept. of Agr."; a net weight statement; and the name and place of business of the manufacturer, packer or distributor.

If pet foods are prepared in the same plant as human food, they must be prepared separately.

There are now 11 packing plants and six companies on the approved list to use the voluntary Federal certification service for pet foods.

This certification program is another of the many services of USDA's Consumer and Marketing Service. While C&MS concentrates on the human consumer, it also provides a program of protection for pets, paid for by companies getting the service.

The consumer's best guide for pet food is the label. The Federal inspection mark on pet foods is the mark of assurance that the product was prepared under sanitary methods, contains only wholesome ingredients and is truthfully labeled.



how donated foods help in the anthracite country

Its mines idle, Schuylkill "begins to think in terms of soup kitchens."

SCHUYLKILL (PRONOUNCED "SKOO-cool") County, Pennsylvania, is anthracite coal country. From Scranton on the north past Pottsville on the south, some of the world's richest coal veins run along the Appalachian Mountains. On the eastern face of Sharp Mountain, the Pottsville Conglomerate is found, a stone formation known nowhere else in the world; geologists cross oceans to study it.

Anthracite coal was discovered about 1800 by Necho Allen, a hunter who knew the backwoods of Schuylkill County. He bedded down one night near his fire and was later awakened by an intense heat. The "ground" beneath him was burning. He had built his fire on an exposed outcropping of anthracite.

Mining followed.

The anthracite industry boomed and busted with the times, and a particular, colorful culture developed, evolved from the social and economic structures of digging, shipping, and selling "black gold." The region was populated, largely, by huge waves of immigrants who arrived from 1850 onward.

But the current national economic prosperity seems to have passed Schuylkill County; and coal-mining, though still the major industry, is operating at something like 50 percent capacity. The big coal breakers and storage chutes are abandoned and the deep mines are filling up with dirty water. The hills are cut over, supporting only thin, scrub trees against the skyline, and great heaps of slate and tailings are found behind all the small towns—towns with names like Frackville, Minersville, Shenandoah, Hometown, Mahanoy City, and Pottsville. "Stripping," which needs only steam shovels to scoop out surface coal and trucks to haul it away, is the main type of mining now in this area.

Empty coal cars are rusting in untrafficked railroad yards, and the motor

shops and roundhouses are quiet. In a once bustling, noisy, productive area, familiar with soot, train noises, and siren-like mine whistles, the small rattle of coal bouncing into a truck bed is lonely. Strip mines don't need men like deep mines do. Steam shovel digging, truck transportation, and the relatively small number of men needed to do the job all reflect the lower volume output of the surface strip mining operation.

John O'Hara, a novelist reared in Schuylkill County, wrote that all important money in the region is made in coal, and when the veins are working, prosperity follows. But when the mines are idle, Schuylkill County "puts on a long face and begins to think in terms of soup kitchens."

Since July of 1954, though, the people haven't needed soup kitchens. In that year, Schuylkill County, cooperating with the U.S. Department of Agriculture and the Commonwealth of Pennsylvania, established a donated food program. Pennsylvania's Bureau of Surplus Food and USDA's Consumer and Marketing Service jointly administer this program to the county, which helps thousands of people—needy low-income and public assistance families—supplement their regular diets with Federal foods. And Rest Haven, the county home for the aged, conducts an extensive feeding program for its guests, maintaining adequate nutritional levels and providing hot, nourishing meals made, in part, from USDA foods.

Between 1950 and 1960, almost 38,000 people left the county because of cutbacks in coal production, and the U.S. Department of Labor describes the county as "a small area of persistent and substantial unemployment." The population decreased by almost 14 percent in the last decade. There are slightly more than 173,000 people in Schuylkill County, and of these, about 16,000

or nine percent of the county's population, are eligible to receive USDA donated commodities. Nine percent is far above the national average rate of unemployment.

Twenty-six percent of the people exist on family incomes of \$3,000 a year or less. Wages are low and coal mining is down. But some new industries are coming into the region and there is reason for hope.

But beyond the matter-of-factness of statistics are the people, many of whom face their problems without flinching—people like Mr. and Mrs. George Kufrovich.

Mr. Kufrovich, like a lot of men in the area, used to work in Allentown, 60 miles away, because there were no jobs around home. Commuting was a strain, especially in wintertime, so he found work in Mahanoy City where he lives. He works in a cigar factory for \$261 a month, about \$60 a week. Besides George and his wife Mary, there are four children—the oldest, a girl in the first grade, the youngest a two-year old—and his mother all sharing the same house. With seven people under one roof and only \$60 a week to live on, the Kufrovich family eats much USDA food.

Current wave of prosperity bypassed Schuylkill C



Mrs. Kufrovich keeps their modest home immaculate, and she is happy that her children were not much bother as babies. They slept well. The front windows, seen from the sidewalk, flash in the afternoon sun, and one can see knick-knacks lining the window sills.

"The kids aren't much of a problem when I'm doing housework," she explains, "and I can even take the little ones with me when I go for the foods."

Once a month, she walks several blocks to a volunteer firehouse to pick up her donated foods—rice, flour, shortening, dried milk, rolled wheat, corn meal, split peas, peanut butter, and beef chunks in natural juices. The firehouse is one of 20 distribution centers in Schuylkill County. Her children sometimes help carry the box of foods home, and they are popular with the firehouse food handlers.

"I learned how to cook a long time ago," says Mrs. Kufrovich. "I was raised in an orphanage. At one time, I helped out with 50 other kids because I was older. I love all children, and that's why I like taking care of my own. God's been good to me. I have wonderful children."

"They're eating all the time, but that's how kids are. My baby, Kenny, always has his arm in the peanut butter can."

Mary Kufrovich puts the commodities to good use. Flour and shortening go into homemade breads and pies. The flour, she claims, makes better pie crust than flour from the grocery store. She uses rice to make puddings and breakfast dishes for the children. Sunday newspaper recipes are a help in stretching the foods.

"I use the powdered milk in my cooking all the time." By using donated dried milk for cooking, Mrs. Kufrovich can afford enough fresh fluid milk for the children to drink. Thus, Mrs. Kufrovich can meet all her needs and provide better meals for her family.

She likes the donated split peas be-

cause they can be used the year 'round. Hot split pea soup, mixed with beef chunks, is a hearty winter meal for the children; and in summer when the family can get out in the sunshine, she cooks up large quantities of pea soup for picnics. But best of all, Mary likes beef chunks in natural juices:

"It makes the best goulash! I make it from potatoes, carrots, and the Government beef. And the natural juices really make the goulash taste better."

It's a full-time job keeping the family fed and healthy, but Mary is happy that donated foods are available. Without them, her family would not eat as well as it does.

"My family likes them. They're good foods, and they help out a lot. We're very happy that the people of America care about us."

Not far from Mahanoy City, the county home for the aged in Schuylkill Haven serves 1500 meals a day to its guests. USDA-donated foods account for a large part of the daily menus.

This is an operation similar to many across the Nation in which donated foods are distributed according to the number of people needing help. The Schuylkill County home—Rest Haven—feeds everyone USDA foods.

Clair Jones is the home superintendent, a job he's held for 14 years. Mr. Jones is a small man, a cigar smoker who walks slowly and calmly about his duties, and speaks with a soft Welsh lilt.

"We average about 400 guests here," he says, "about 180 ambulatory cases and 220 or so bed-fast guests. We've a capacity of 425. Our staff's 118—including 54 nurses, a doctor and a dentist. We try to feed them well and make them as comfortable as possible."

Anyone who can, spends a great deal of time sitting on one of the sun porches, each rocking at his own speed. The people talk and read magazines, and one man even plays the saw to entertain himself and anyone who wants to listen. Many of the guests are retired miners and railroad men who recall the days when they worked over the hills and valleys of the country.

"It's a little world of its own," says Mr. Jones, "and to tell the truth to you, the trouble they give is almost nil."

Cafeteria-style meals are served three times a day for guests who can walk through the serving lines. Some of the more able men and women help others with their trays of food. The food is nourishing and served hot, with seconds on everything available for those who want it.

"Eating is a good time of day for them," Mr. Jones contends, "and the

food we serve is good. We try to make things as easy as we can for our guests."

Every holiday—Washington's and Lincoln's birthdays, the Fourth of July, Valentine's Day or Christmas—is celebrated. Something special is served then, and little parties are enjoyed by all. There is an annual summer picnic, and in summer, local marching bands entertain at a bandstand in back of the home.

Hospital patients are looked after by



About 16,000 or nine percent of the county's 173,000 people are eligible for donated food.

nurses trained particularly for working with elderly people.

This, then, is what donated foods mean in Schuylkill County—

In the kitchen of the county home, the head cook is getting another meal ready. A special holiday treat is in the making: doughnuts prepared from shortening and flour provided by USDA. Mrs. Kufrovich is fixing dinner for husband, mother-in-law, and children. Tonight they'll eat a hearty beef soup and homemade bread. A county food handler is checking food supplies. Tomorrow the volunteer firemen will be ready to distribute several hundred pounds of food to needy families in Schuylkill County. All the intricate machinery necessary for distributing the Nation's food abundance is working to keep these people fed.

The American farmer has amazed the world with his capacity for producing abundant crops, and this abundance has been put to good use. Nearly 2,000 counties, cities, and communities participate in the Commodity Distribution Program, feeding some 4½ million needy people. These benefits are available for the needy in *any* county. Schuylkill County, Pennsylvania is a good example of this program at work.

County. Coal mines are at about 50% capacity.



Delegates from
Thirteen Countries Attack . . .

DATE MARKETING PROBLEMS

*Floyd F. Hedlund, Director of C&MS
Fruit and Vegetable Division, notes
accomplishments of the International
Date Conference.*

GROWERS AND MARKETERS of dates—one of the *oldest* of the world's cultivated crops—have many *new* problems, as well as a few old ones.

So reports Floyd F. Hedlund, Director of the Fruit and Vegetable Division of the U.S. Department of Agriculture's Consumer and Marketing Service.

Hedlund was one of two U.S. delegates who met in Baghdad, Iraq, last fall with representatives from 12 other countries to attack problems shared in producing and marketing the world's date crop. Accompanying him was Roy W. Nixon, recently of the U.S. Date and Citrus Station, operated by USDA's Agricultural Research Service in Indio, California.

Countries sending delegates were Algeria, France, Iran, Iraq, Jordan, Saudi Arabia, Sudan, the United Arab Republic, and the United States. Observers attended from Lebanon, Libya, Morocco, and Pakistan. The International Date Conference was sponsored by the United Nations Food and Agriculture Organization.

Hedlund made three illustrated presentations at the meeting—covering production, mechanization, and marketing of U.S. dates. Among topics he dis-

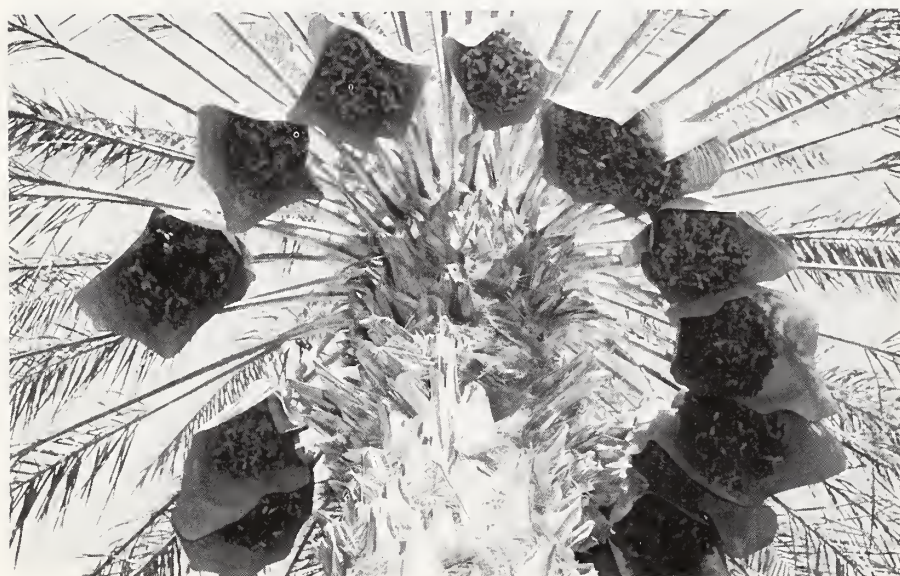
cussed was the industry-operated Federal marketing order, which requires that all U.S. dates used for food be inspected and meet strict quality standards.

"Regulations set under the order," Hedlund told the conference, "are intended to ensure that U.S. dates are a clean, wholesome product. Every effort is directed to seeing that U.S. dates marketed for food have the best appearance and are of the best quality possible within our ability to produce, process, pack, and market them at prices consumers are willing to pay."

In the 1964-65 crop year, the U.S. produced about 49 million pounds of dates, exported nearly 7 million of this to more than 40 countries, and imported an additional 40 million pounds. Imported dates—mainly from Iraq and Iran—are generally shipped to the U.S. in bulk, then processed, pasteurized, and packed in consumer-size packages. Hedlund emphasized to conference participants that dates imported into the U.S. are required to meet comparable quality standards that domestically produced dates must meet under the Federal marketing order.

About three-fourths of the U.S.-grown dates, Hedlund says, are mar-

Protective wraps help control quality of ripening dates.



U.S. delegates discussed efforts to mechanize the harvesting of domestic dates. With harvesting machinery like this, used in California's Coachella Valley, a date tree can be stripped within three minutes—while hand picking requires about two man-hours per palm.

keted as whole dates. Most of the rest are made into date products, a number of which have been developed through research with the assistance of funds provided under the marketing order. The cull dates are used largely for livestock feed.

The U.S. delegates showed those attending the world date meeting samples of packaged dates and several of the new date products now on the market.

Conference participants battled the problem of salinity—one of grave concern to several Middle East date producing countries. As the water table in these countries is dropping, the rate of salts in the irrigation water is increasing. Date palms and other crops suffer from this high salinity.

The conference also pondered the problem of Bayoud disease, caused by a fungus that attacks the roots of the date palm. The incidence of this disease in the North African date industry is of very serious proportions and spreading.

Hedlund reports that problems in marketing are among the most serious ones confronting many of the major date producing countries. The U.S. markets dates that are of consistently high quality and command the highest prices in international trade. Some of the other countries, he says, have been attempting to make quality improvements in the dates they market and are making some progress in that direction.

He and Nixon were in accord, on returning from the conference and a tour of the Iraq date industry, that much needs to be done yet—on a world-wide scale—in the field of research and experimentation in date production, handling, and processing, as well as in education aimed at improving date quality.

C&MS MEAT INSPECTORS HELP IN ERADICATING TB

Dr. Jack C. Leighty

TUBERCULOSIS IS NOT the killer and maimer it used to be, due in part to the vigilance of two U.S. Department of Agriculture agencies in combating one of its worst forms—bovine tuberculosis.

At the turn of the century, the pitiful sight of children with the swollen glands, hunch-backs, and other deformities indicative of bovine TB was all too common. Not only were many permanently deformed, but the fatality rate was extremely high.

Now, however, the incidence of bovine TB in humans is *extremely rare*, because of the three-pronged attack against this vicious killer. Two prongs of this attack are well known to most consumers, as intensive public health programs and medical science have combined to provide universal pasteurization of milk and better means of disease detection and treatment.

The third is not so well known to consumers. It is the equally intensive cooperative State-Federal tuberculosis eradication program. The Federal participating agencies are the Federal meat inspectors of the Consumer and Marketing Service and animal health officials of the Agricultural Research Service.

Back in 1906, when the Federal Meat Inspection Act became law, USDA meat inspectors began a thorough examination of all animals moving in interstate and foreign commerce immediately before and after slaughter to eliminate any unwholesome meat. Then, in 1917, when the Department's tuberculosis eradication program was initiated, these two protective services joined forces.

There are three principal types of tuberculosis bacteria—human, bovine, and avian. Man, cattle and chickens respectively are their natural hosts. The tubercle bacillus produces disease most often in its natural host. However, each type will produce disease in varying degrees, sometime fatally, in man and other animals.

Today, C&MS meat inspectors quickly detect all tuberculosis-infected cattle shipped to meat packing plants. The infected carcass, hide, and animal parts are immediately removed from the slaughter line and isolated, and the C&MS meat inspector makes careful note of all clues to animal identification. These include tags, brands, and tattoos placed on the animal by the herd owner, sales yard, or packing plant. Tissue samples are taken for laboratory analysis to determine whether or not the lesion is actually TB or a disease that forms a similar lesion.

Word of the disease discovery is sped to cooperating State and Federal Livestock Disease Control officials who conduct animal disease eradication programs—and the search begins for cattle that may have had prolonged contact with the diseased animal, and for the original herd.

The author is Acting Director, Consumer Protection Technical Services Division, C&MS, USDA.

Numerous sales and rapid transportation of livestock throughout the country sometimes complicate this effort to trace animals back to their herds of origin—a necessity in a thorough eradication program.

If adequate identifying clues are on the animal, the tracing procedure can be rapid and effective. However, if there are no clues the trail can wind through sales yards and auction barns—and to possible dead ends.

Once an animal is traced back to its original herd, all animals in the herd are tested for tuberculosis by a State or Federal veterinarian. All reactors to the tuberculin test are stamped with a "T" on the jaw and sent to the packing house for slaughter.

The Federal meat inspector again enters the picture to protect the consumer from unwholesome meat. All TB reactor cattle moving interstate are slaughtered in plants operating under

Federal or State veterinary meat inspection supervision. Some of the carcasses may be condemned in their entirety, and others may be passed after removal of affected parts. As an example, seven veterinarians were called in to inspect 89 reactors in a Midwestern state recently, and condemned 35 entire carcasses.

In 1917, Federal meat inspectors condemned 50,000 complete cattle carcasses showing TB lesions, while the figure in 1965 was 244 complete carcasses.

An example of how the TB eradication program can affect a family after the disease is discovered by a Federal meat inspector and traced by ARS personnel is a recent case involving a Midwestern farmer and his family.

The farmer sold some cattle to a buyer for a meat packing firm in another State. TB lesions were discovered by a meat inspector during post-mortem inspection, and the animals were traced—via an eartag and sales barn information—back to the originating herd.

Tuberculin testing showed approximately half the herd was infected. The farmer was understandably concerned about so many reactors being found in this cattle, and had watched the inspection of the animals after slaughter.

In addition, the farmer was advised to have members of his family tested for TB. His father reacted to an early tuberculosis test and was treated for nine weeks. Additional testing showed some swine and family pets, including two dogs and a cat, also reacted.

Now, however, the father is back on the farm, and the cattle herd is out of quarantine after four tuberculin tests. The farmer's attitude toward the TB program has changed to the point that he is cooperative and grateful that the Federal Government was able to trace this back.

Through this case, a herd of cattle infected with bovine TB was discovered, and a sick man began receiving needed medical attention—because of the diligent, thorough examination given animals slaughtered in a federally-inspected meat packing plant. The fast work of the C&MS meat inspector in reporting the disease discovery to the ARS Animal Health Division enabled the herd to be traced without delay.

Each day, every consumer is protected by the same type of thorough examination of all meat that is to enter interstate or foreign commerce. Such protection assures the consumer that meat inspected and passed by Federal meat inspectors is wholesome, unadulterated, and truthfully labeled.

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

P&S DIVISION CONTINUES "PREVENTIVE MAINTENANCE" IN ENFORCING P&S ACT

C&MS's Packers and Stockyards Division recently met with livestock auction market operators in two States—in the Division's continuing "preventive maintenance" approach to P&S Act enforcement.

In Sacramento, P&S Division personnel met with representatives of 20 of the 22 markets in Northern California to discuss the results of surveys of nine sample markets in the area. At three separate meetings in New York State, survey results from 13 sample markets were discussed with operators of about 35 of the 52 markets in the State.

These meetings give the P&S Division and market management a chance to discuss the most prevalent and common questionable practices noted in the surveys. P&S Act requirements are fully explained and all questions are answered—affording the market operators an opportunity to voluntarily correct their operating practices.

The "preventive maintenance" approach permits the P&S Division to settle many P&S Act cases—particularly the less serious ones—without the need for expensive and time-consuming formal administrative actions.

U.S. GRAIN SHIPMENTS INCREASED IN 1965

Shipments of U.S. grain from the Lake ports totaled nearly 300 million bushels during the 1965 shipping season according to the Grain Division of USDA's Consumer and Marketing Service. This was nearly 50 million bushels more than the previous record set a year earlier. Direct overseas shipments—over 155 million bushels—accounted for most of

this increase, which exceeded the 1964 mark by 37 million bushels, and more than doubled the 1963 figure. Transshipments of U.S. grain from Canadian ports amounted to 111 million bushels in 1965—16 million bushels more than the previous year.

A significant improvement in the grain market news program between Canada and the U.S. was also accomplished as Canadian officials agreed to report weekly shipments of all U.S. grain from Canadian ports by class of grain, port, and country of destination. According to grain officials of C&MS, this will permit the reporting of more timely, accurate, and complete information on the total export movement of U.S. grain.

PLENTIFUL FOODS FOR MAY

May, one of the happiest months of the year, bridging, as it does, the welcome seasons of spring and summer, offers the Nation's consumers several tempting choices of plentiful foods.

Leading off the Consumer and Marketing Service's list of plentiful foods for May are raisins, followed by honey, grape juice, and scallops. And some areas of the country will have good supplies of crabs and crab meat.

Raisins, from the biggest crop in 13 years, are one of the housewives' best buys, for they're rich in vitamins, easy on the family budget, and such a versatile food they can be fitted into nearly any menu.

Honey, too, is a tasty and nutritious food to be kept on the family food shopping lists. Present stocks are ample, though less than the near record a year ago.

Production of American-type grapes last year was larger than a year earlier, and almost a fifth more than the recent five-year average. Industry reports indicate that stocks of grape juice are in excellent supply, and retail prices most favorable to food shoppers.

On February 1, cold-storage holdings of scallops were nearly 5 million pounds—just about twice those on hand a year earlier. Therefore, scallops are a good item to keep on the food shopping lists.

NO SEED OF DOUBT

The Grain Division of USDA's Consumer and Marketing Service reports that agricultural and vegetable seeds imported into the United States during the first half of this fiscal year just about equaled imports over the same period last year. There were 1,866 lots of agricultural seeds—nearly 34 million pounds—and 635 lots of vegetable seeds—just under 475 thousand pounds—imported from July through December 1965. In accordance with the Federal Seed Act, all of this seed was tested by the Grain Division to make sure it was good seed before it was allowed to enter commercial channels.

WHEAT CARGO IS LARGEST SINGLE SHIPMENT OF FOOD TO INDIA

What is reported to be the largest single shipment of U.S. farm products to India under the World Food Program was loaded in Baltimore recently, according to the Consumer and Marketing Service's Grain Division. The shipment consisted of 44,000 tons of wheat—about 1,617,000 bushels.

Reports reaching grain officials, however, indicate there is a shortage of boxcars to move the grain to loading ports. The problem seems to be most troublesome in the hard red winter wheat area.

FOOD STAMP NEWS

In Chattanooga, Tennessee, the Officer-In-Charge of USDA's Food Stamp Program was visiting a store when he noticed an elderly man making a small purchase for food coupons. When approached and asked what he thought of the Food Stamp Program, the old gentleman said that it was the finest thing that had ever happened to him. Since using food coupons, he is able to eat better than ever before. The benefit to his family was such, he said, that even though he and his wife were raising two grandsons, there was plenty to eat for all of them.

* * *

A trade school for adults in Los Angeles County, California sent a member of its staff to one of the food retailer-education meetings conducted by Food Distribution field offices when new food stamp projects begin. Later, the Los Angeles FD field office sent a letter to principal trade and technical schools in the Los Angeles area which offer courses.

The letter explained that there are about 2,000 stores authorized to accept food coupons in Los Angeles County, and it might be helpful to include food stamp information in their curricula. An invitation was extended to any of the staff of these schools to attend grocer meetings.

As of February 11, four instructors and a student from West Coast Trade Schools had attended a briefing session held for retailers at the Los Angeles project office. The instructors were given Food Stamp Program materials for use as teaching aids in instructing their classes for grocery checkers and cashiers. One trade school already has plans to add instruction on handling food coupons to its class for retail food store cashiers.

* * *

The Food Stamp Program is not intended to replace public or private relief programs but to enhance them. Thus, many private groups, which formerly helped families with food vouchers to tide them over an emergency, are co-operating in the Food Stamp Program, because the families then can benefit from extra Federal food-purchasing power. About 30 churches in the Win-

ston-Salem area of North Carolina are helping families to buy food coupons instead of giving them a food voucher. The Women's Christian Society will furnish the money to buy the coupons and will provide transportation for low-income families in the neighborhoods served by the churches.

* * *

A rural retail grocer in Helena, Arkansas was in the food stamp office on business relative to the Food Stamp Program. In the course of conversation, she said that there was a substantial increase in her food sales—but that her beer and wine sales have declined by 50 percent. She said she believes this is because food coupon customers are able to buy only food items with coupons. She also said that her food coupon customers with large families are eating and looking better than ever.

* * *

"DEMONSTRATION" SCHOOL LUNCH PROGRAM WORKS IN UTAH

Utah's share of Federal funds to conduct "demonstration" programs under Sec. 11 of the National School Lunch Act during fiscal 1966 is \$10,642. Rodney A. Ashby, administrator of the Division of School Food Services, chose two schools in the City of Ogden for the project—Pingree and Hopkins. Based on projection of 1960 census information, it is estimated that approximately two-thirds of all children whose families receive welfare assistance in Ogden attend these two schools.

Beginning Jan. 3, the price of school lunches was reduced from 20 cents to 10 cents, and almost immediately it became apparent that practically all children in attendance, many of whom could not afford 20 cents, *can* pay 10 cents—and are doing so!

Beginning Jan. 10, "Early School Admission" ("Head Start") 4-year-olds were attracted by the special lunch program which features, for them, a nutritious lunch either at the end or beginning of half-day attendance. At the Pingree School during the first half of January, average daily participation in the lunch program increased (from 224 to 334) 50 percent.

MEAT TIPS

—from meat inspectors
of USDA's Consumer
and Marketing Service

Protecting the consumer from deceptive labeling is a daily responsibility of Federal meat inspectors who review and approve new names or labels for meat products. For example, the name "Beef Curry" on a label was not approved by meat inspectors recently, because the product consisted of 8 per cent beef, 20 per cent vegetables, and 70 per cent sauce. The name "Curry Sauce with Vegetables and Beef"—placing the ingredients in descending order of predominance to more accurately describe the product—was suggested by USDA's Consumer and Marketing Service.

* * *

Federal meat inspectors must approve all products that come in contact with meat to assure consumers there is no chance for adulteration of meat during processing or packaging. A proposal to use a certain kind of paper for wrapping meat was rejected because the paper contained a small amount of sodium benzoate, a preservative. MID regulations do not permit meat products of their packaging materials to contain preservatives.

* * *

Since many consumers judge certain meat products on the basis of color, they are protected against certain additives which might give a misleading tint to a product. For example, a spice mixture containing paprika extracts is unacceptable by USDA standards in products such as a meat patty, because it would give the product a red tint.

Freight Rates and Farm Products

James H. Lauth

THE LETTUCE FARMER MAY work four long months growing his crop. He plants it, watches and tends it, and finally harvests it. The lettuce is valueless to him, however, unless it is quickly sold.

To sell it, he must somehow get it from his farm to market. The distance his lettuce can go beyond the farm gate depends on transportation rates.

Rates decide the market, to a great extent, and any change in rates has wide-reaching side effects, if not direct ones, on farmers, transporters, marketers, and consumers.

The Consumer and Marketing Service of the U.S. Department of Agriculture often takes part in important transportation rate adjustments. C&MS Transportation and Warehouse Division may help to get a rate change or work to prevent it, whichever is in the best interest of the agricultural community.

Several factors influence C&MS's decision about the part to play in any rate change proposal.

The primary factor, of course, is the effect on the farmer. C&MS wants the lowest possible rate for the farmer. Another goal is the best possible marketing system.

And to achieve the best possible transportation system, rates must be at least compensatory to the carriers. The rates also must fit the marketer who sells the farmer's commodities.

In deciding whether or not to participate in a rate adjustment on a particular farm product, C&MS considers:

(1) The effect of the change on transporting the product.

(2) The support expected from agricultural and other interests in getting the change.

(3) The benefit to farmers, either in price or market expansion.

(4) The resulting disadvantages to some farmers as compared to benefits to others and the net benefit to the agricultural community.

(5) The effect of the change on the transporting carrier involved, whether rail, highway, water, or air.

(6) The amount of competition from other forms of transportation in the commodity and the area and the effect of the change on this competition.

(7) The effect on government-owned commodities.

(8) The effect on taxpayers—the consumers.

Then, C&MS or any shipper or carrier may apply for a rate change (rates to include all charges for such services as refrigeration and all applicable rules and regulations) through a "freight association" or "rate bureau."

C&MS transportation specialists ap-

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pear before Federal regulatory agencies such as the Interstate Commerce Commission, the Maritime Commission, and the Civil Aeronautics Board, or comparable State agencies, and at public hearings to support or oppose rate changes.

In doing this, they represent the Secretary of Agriculture. The Secretary is directed and authorized by law to assist the Nation's farmers in improving the transportation system, and in obtaining reasonable transportation rates and services and adequate transportation facilities.

One outstanding case in which C&MS recently participated involved wheat producers in Montana and North and South Dakota.

These producers had attempted unsuccessfully to get rail rates lowered for wheat to the west coast in order to make spring and durum wheat available for export to the Far East.

The existing rates made it impossible for farmers to ship adequate quantities to meet the requirements of important Asian dollar markets, and ocean freight made shipments from Atlantic and Gulf ports too expensive.

C&MS recognized the desirability of opening up an additional dollar market in the Far East and entered into pro-

ceedings in support of a reduction in rate.

After meetings with the railroads, State Wheat Commissions, growers, other USDA agencies, and interested parties, a rail rate proposal was devised. It would enable U.S. spring wheat to be shipped into Far East markets at prices competitive with Canadian wheat.

This proposal, attractive to the railroads as well as the producers, progressed through and was approved by the railroad rate-making bureau and the ICC, and became effective June 11, 1965.

From July to December 1965, more than 9 million bushels of spring wheat were exported from ports in the Pacific northwest to the Far East, as compared to only insignificant amounts prior to this.

In addition, a market for durum wheat, a hard wheat used in making macaroni, was developed in Japan. A trial shipment of 1200 tons went to Japan last fall, was milled, made into pasta products, put on the Japanese market and accepted readily.

This rate change, in helping to create a new market, enabled U.S. farmers to meet competition with Canadian wheats of similar quality, thus strengthening producer prices; allowed USDA to reduce its CCC inventory of surplus wheat stored in the Montana-Dakota area; and yet maintained traditional marketing patterns.

All rate changes are not as spectacular as this one, even though they may have equally far-reaching effects.

C&MS reviews several thousand proposed rate adjustments each year and after careful consideration of every factor, takes a position in about one hundred, either supporting or opposing the change.

Today, many of the transportation rate structures on agricultural commodities are changing as a result of intense competition in the transportation industry.

While reducing the cost of transporta-

(continued bottom p. 15)

Volume Feeders Can Get Portion-Cut Meat Products

Series 1000 of the Institutional Meat Purchase Specifications and USDA's Acceptance Service together offer quality and portion-cut sizes.



Series 1000, the sixth in the series of IMPS, contains specifications for beef, lamb, veal and calf, and pork products in uniform, portion-cut serving sizes—can give results like this.

Kenneth L. Nuernberg

“**A**WAY-FROM-HOME” eating is one of the fastest growing markets for food in America today. Restaurant owners, steamship lines, hospitals, airlines—most volume feeders—are constantly on the look out for time-saving and economical methods of handling their large-scale purchases.

Many volume feeders find that their most time-consuming duty is selecting and buying meat. To aid them, the U.S. Department of Agriculture has issued a new set of specifications—Series 1000—for use in connection with its Acceptance Service.

Under this service, buyers may use USDA specifications, called Institutional Meat Purchase Specifications or IMPS, as a basis for contracts with suppliers. Items offered by successful bidders to fill contracts are then examined by Federal meat graders for compliance with specifications.

The new “spec,” Series 1000 for Portion-Cut Meat Products, not only offers volume purchasers a way of maintaining quality in quantity, but it is also a means of getting uniformity in serving sizes. Series 1000, the sixth in the series of IMPS, contains specifications for beef, lamb, veal and calf, and pork products in portion-cut sizes.

Work on the portion control specs started three years ago when specialists in the Livestock Division of the Con-

sumer and Marketing Service began conducting preparatory research. With the help of industry members from across the country, C&MS collected data on weight ranges, cuts, and names used by various industry members.

The problem was to combine and standardize into one set the many and varying specifications being used by purchasers. Once a trial set of specifications had been developed, purchasers were polled on their reactions to the items. Their suggestions were considered and changes were made before Series 1000 was published in tentative form.

The author is a Marketing Specialist, Livestock Division, C&MS, USDA.

By using a single set of specifications, purchasers, suppliers, and Federal graders performing Acceptance Service work can now speak a common language when they transact business. When a purchaser specifies that he wants 4-ounce U.S. Choice tenderloin steaks, he can be sure of getting what he has specified.

Purchasers have found that portion-cut specifications do more than just ease the usual buying and selling operation. Use of these specs has helped many purchasers cut down on expenses.

Volume buyers once needed skilled

personnel to fabricate carcasses or wholesale cuts into portion sizes. Using Series 1000 specs, the purchaser receives the meat in finished form, ready for cooking, with no further preparation necessary. The purchaser merely decides on the meat items he wants to buy and specifies them by number in his contract. The cutting, trimming, and boning are completed in the supplier's plant under USDA supervision.

Series 1000, in addition, gives the purchaser a more efficient way to calculate his cost per serving. Known costs on individual servings help the volume purchaser place his operation on a more business-like basis.

This series is not a cure-all for volume buyers, but it does help eliminate many of their meat purchasing problems.

Other IMPS include series for fresh beef, lamb and mutton, veal and calf, pork, and cured, or cured and smoked, and fully-cooked pork products. Copies of the specifications may be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. (Please include your zip code in ordering any USDA publication.)

For more information write the Livestock Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250.

(continued from p. 14)

tion, these changes also affect the marketing structures for many agricultural commodities. They affect production, processing, and market location.

A rate reduction given by the railroads in one producing area, and not in another where no competition exists can cause loss of markets if not offset by other economic advantages.

Higher rates on flour than on wheat, which costs less to transport, can and do cause serious problems for midwestern millers who have difficulty marketing in the area to which the lower wheat rates apply.

Unit train rates and multiple-car rates offer vastly lower rates for the large volume shipper, and so have a direct bearing on the size and number of firms in an industry. Mileage rates favor those

located close to their markets.

Elimination of storage or processing in transit privileges creates advantages to those marketing or processing facilities located in the origin or destination areas, and disadvantages to those at intermediate locations.

All these factors affect the price the farmer receives for his goods and the cost to the consumer, and must be considered in every rate change proposal.

OFFICIAL BUSINESS

How to Get THE BEST IN EGGS



**PRODUCED and MARKETING
under FEDERAL - STATE
QUALITY CONTROL PROGRAM**



**PRODUCED and MARKETING
under FEDERAL - STATE
QUALITY CONTROL PROGRAM**

This relatively new grade of egg—known by either of the names above—receives the most thorough grading and quality control available, controlled from the time it's laid until sold to consumers.

IF THEY WANT TO GET the very best egg available, most housewives know to look for the U.S. grademark on the egg carton. They know that "U.S. Grade A" eggs are consistently high quality eggs—that look especially good fried or poached.

But many housewives are finding an even higher U.S. Department of Agriculture grade of eggs at their groceries—a grade that is relatively new and increasing in popularity.

This grade—known as either USDA Quality Control Grade AA or USDA Fresh Fancy—is the product of the most thorough grading and quality control program available for any shell egg pack in the Nation today.

This program, administered by USDA's Consumer and Marketing Service in cooperation with State departments of agriculture, is the "Federal-State Quality Control Program."

The unique feature of this program is that eggs marketed with this exclusive shield are controlled for quality from the time they are laid until they are sold to the consumer.

Here's how the program works.

If a farmer or egg packer wishes to earn the USDA Quality Control grademark for his eggs, he must apply for the service, of course, and he must agree to pay for the service.

The farm is surveyed before and after the program starts to make sure it meets and maintains high standards.

Some of the requirements of the program are:

1. Eggs must be gathered frequently on the farm—two or three times a day.
2. Eggs must be cooled immediately after gathering—and must be kept at a constant temperature and humidity until they are sold to the consumer at the grocery store.
3. Samples of the eggs are broken out and height of the thick white is measured by a micrometer. Eggs must meet consistently high standards if the flock is to stay in the quality control program.
4. In addition, the eggs are closely examined individually for exterior defects such as misshaped shells, stains, etc. and all such eggs are removed before packaging.

5. Cartons of eggs must have an expiration date marked on them—a date 10 days from the time of testing. (After this date, the eggs cannot be sold with the USDA grademark.)

Government graders perform the surveys, sampling and grading necessary to insure that the eggs maintain high quality levels.

The Federal State Quality Control Program was started in 1959 to help egg producers and packers provide the quality of egg that consumers wanted. The program which was operating in 45 egg-packing plants in 1962 is now operating in more than 70 egg-packing plants in 25 States.

In 1962, about 15 million dozens of eggs met the requirements of this program; in 1965 this figure was 40 million dozens. And the number will doubtless increase in the years ahead.

Because of this program, many American consumers can now buy the very best eggs available—those marked with the USDA Quality Control Grade AA or USDA Fresh Fancy grademark.